



Maharaja Surajmal Institute

Affiliated to GGSIP University & NAAC 'A' grade accredited.

Rated as Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi

Recognised U/s 2(f) of UGC Act

Faculty Profile

1. **Name of Faculty:** Dr. Seema Shokeen
2. **Date of Joining:** 1st August 2008
3. **Present Position:** Associate Professor
4. **Department:** BBA (M)
5. **Email ID:** seemashokeen@msijanakpuri.com
6. **Profile:**

Your profile (glorify your work)

Lt. Dr. Seema Shokeen is working as an Associate Professor and Associate NCC officer in Maharaja Surajmal Institute, Delhi and having more than 16 years of experience in teaching. She has been honored with the rank of Lieutenant in Army wing of NCC. She is M.Com, M.C.A from Maharishi Dayanand University and M.Phil from Madurai Kamaraj University. She is UGC-NET qualified. She is Ph.D in Commerce from M.J.P Rohilkhand University, Bareilly. Her research area is a wide domain including Finance, Accounting, Entrepreneurship and IT. She has published more than 50 research papers in reputed journals and International/National conferences. She has been honored with various awards from both Govt and Pvt. Agencies. She has a published patent in her name as well. She has been a keen researcher throughout the career which includes the authorship of three books. She has been invited as a keynote speaker, a resource person and a brand ambassador for various activities by the various institutes and universities. She is consistently involved in the social service and has taken up and successfully completed the various social service consultancy projects.

Nari Samaan Award. 2024 awarded by Haryana Rajya Bal Kalyan Parishad on 8th March 2024, Powerful Women Transforming Nation Awards 2022 “on 9 th March, 2022 at Constitution Club of India, New Delhi by Vocal 4 Local Delhi NCR, Atal Award by BJP Mahila Morcha, Government of India on 25 December 2021, Nation’s Choice Awards Influential Women 2021” on 10th December 2021 at Constitution Club of India ,New Delhi(India), “PRATIBHA SAMMAAN” award 2021 for Commendable Social Service, by Rotary Club of Gurugram Civil Lines on 8th March 2021, “**SHAKTI SAMMAAN**” award 2017 for Commendable Social Service, at the Facilitation Function on the occasion of International Women Day, John Hall, Gurugram by Haryana State Commission For Women on 8th March 2017, Awarded with “**BEST FACULTY AWARD**” for 2016 by Maharaja Surajmal Institute for the outstanding contribution in the various fields including academics, research, publication, placements and co-curricular activities for the students at the institute.

7. Educational Qualification:

S No.	Degree (graduation onwards)	College and/ or University	Year
1.	Bachelors of Commerce (B. Com) 1997-2000	Vaish Mahila Mahavidyalaya, Maharshi Dayanand University (MDU)	2000
2.	Masters of Commerce (M. Com) 2000-2002	Department of Commerce Maharashi Dayanand University	2002
3.		Madurai Kamaraj University	2009

	M. Phil (Commerce) 2007-2009		
4.	Master of Business Administration(M.B.A)2009-2011	Maharashi Dayanand University (MDU)	2011
5.	UGC Net(Commerce) UGC Net (Computer Science)		2013
6.	PhD	M.J.P.Rohilkhand University, Bareilly, 2016	2016

8. Employment Record (Latest First)

S No.	From [Month & Year]	To [Month & Year]	Employer Name	Positions Held	No of Years
1	May 2023	Till Date	Maharaja Surajmal Institute, Janak Puri, New Delhi	Associate Professor	1 yr
2	August 2008	May 2023	Maharaja Surajmal Institute, Janak Puri, New Delhi	Assistant Professor	15 yrs
3	Feb 2008	–June 2008	Dronacharya College of Engineering, Affiliated to UPTU, Uttar Pradesh	Lecturer	4 months

9. Research Papers in National and International Journals

S No.	Title of Paper (Vol and Page No.)	Name of Journal	National/ International	SCI/ SSCI/ SCOPUS/ Care	SCIE/ ESCI/ UGC	Year of Publication	Impact Factor	No. of Citations
1	A Case Study on HR Analytics Employee Attrition using Predictive Analytics, Vol 13(5)	European Economic Letters ISSN: 2323-5233	International	ABDC Journal		Nov 2023		
2	A Study on Consumer Perception Towards Affiliate Marketing for E-Commerce: Awareness and Analysis: A Case Study of Delhi”, Vol 5(1), pp: 45-48.	Parichay Maharaja Surajmal Institute Journal of Applied Research e-ISSN: 2581-7515	National			Jan-June 2022		
3	“Statistical Analysis of Primary Health Conditions of Lower Income Population – Special Reference to Delhi NCR”, Vol 6(S4), pp: 6798-6808.	International Journal of Health Sciences e-ISSN: 2550-696X	International	Scopus Indexed		June 2022	0.233	
4	“Strengthening	Journal of	International	ESCI		May 2022	0.21	

	of Primary Health Care: Conceptual Development of Community Health Model for Lower Income Group of Delhi & NCR, Vol13 (1), pp: 121-128.	Algebraic Statistics ISSN: 1309-3452					
5	Political Sentiment Analysis Using Twitter Data During General Elections India.”, NIU Group-I Volume 9, February (I) 2022. PP: 45 -52.	International Journal of Human Rights, ISSN: 2394 – 0298	International	UGC Care	February 2022	4.7	
6	Covid-19: Impact and Recovery of The Global Economy”, Volume.51 (2),.Pp: 203 – 209.	Anvesak, Sardar Patel Institute of Economic and social research, Journal ISSN: 0378 – 4568,	International	UGC Care Group-I	July-Dec 2021	6.20	
7	Data Analysis of The Government Healthcare Schemes Availed by The Lower Income Population: A Case Study of Delhi, Volume.18 (8). PP: 3817-3823.	Palarch’s Journal of Archaeology of Egypt/Egyptology, ISSN No: 1567-214X,	International		2021		
8	Immunization: Awareness and Analysis: Special Reference To Capital State of Delhi, Volume.18 (2), PP: 857-865.	Palarch’s Journal of Archaeology of Egypt/Egyptology, ISSN No: 1567-214X,	International		2021		
9	Impact of Information Technology in Higher Education.” Volume.11 (2), , pp: 18-28	Vimarsh: A Bi-Annual Journal, IFTM University, Moradabad, ISSN: 0976-5174,	International	Peer reviewed	July-December 2020		
10	Prediction Analysis of the Primary Health	International Journal of	International	Scopus	May-2019	5.92	

	Conditions of the lower Strata Community using Machine Learning” Vol(8), Issue(1)	Recent Technology and Engineering (IJRTE), ISSN: 2277 – 3878					
11	Empirical Study Of Healthcare Indicators - A Case Study Of Delhi. pp: 398 - 404.	International Journal of Engineering and Science Research (IJESR), in ISSN: 2277 – 2685, Article No – 63	International	Peer reviewed	January 2018		
12	“Data Analysis Of Health Conditions Of Lower Strata Of Delhi’s Population” Vol 7(9), ISSN: 2231 – 4245, pp: 55 – 63	International Journal of Research in Commerce Economics and Management (IJRCM)		Peer reviewed	Sept 2017		
13	Impact of Goods and Services Tax Bill on the Indian Economy, Vol 11(7), pp: 65 - 78.	Indian Journal of Finance ISSN: 0973 – 8711,	International	Scopus Indexed	July 2017	0.831	
14	Life Insurance Products in India, Vol 5(12), (Online): pp: 78 - 83.	International Journal of Business and Management Invention (IJBMI) ISSN 2319 – 8028 (Print): 2319 – 801X,	International	Peer reviewed	Dec 2016	4.72	
15	DEA Model: A Key Technology for the Future, Vol 5(12), pp: 30-33.	International Journal of Engineering Science Invention (IJESI) ISSN (Online): 2319 – 6734, ISSN (Print): 2319 – 6726	International	Peer reviewed	Dec 2016	5.962	
16	Youth Commission: The Need for Young Independent India Vol 1(2), pp: 07 -12.	International Journal of latest Technology in Engineering & management (IJLTEM)	International	Peer reviewed	July 2016		

		ISSN No 2456-1770					
17	Swachch Bharat – A Road map ahead Clean India, Vol 1(4), pp: 77 - 83.	International Journal of latest Engineering Research & Application (IJLERA) ISSN No 2455-7137	International	Peer reviewed	July 2016	2.105	

10. Research Papers presented / Published as full paper in Conferences/ Seminars:

S No.	Title of Paper	Name of Conferences/ Seminars	National/ International	Name of Host Institution	Year
1	Issues And Challenges In Implementation Of Jal Jeevan Mission And Best Practices Adopted For Water Resource Sustainability In Hilly Region Of Uttarakhand	6th International Conference On Innovative Computing And Communication (ICICC- 2023)	International	Shaheed Sukhdev College Of Business Studies, University Of Delhi, New Delhi In Association With National Institute Of Technology, Patna & University Of Valladolid Spain	2023
2	A Study On Financial Planning And Investment Behaviour Of Individual Investors: Awareness And Analysis: Special Reference To Delhi NCR	International Conference on “Economic & Social Perspective of New Normal through Hybrid Work Models”, ISBN: 978-81-7852-225-8.	International	Maharaja Surajmal Institute, New Delhi.	29 th – 30 th July 2022
3	Health Policies, a stumbling block?	International E- Conference on “Managing in the Digital Age”	International	University School Of Management Studies”, Guru Gobind Singh Indraprastha University, New Delhi.	26 th March, 2021
4	Impact of Information Technology in Higher Education”	International E- Conference 2020: Women Empowerment in The World: - Various Sectors	International	School of Engineering and Technology, CT University” in association with Tradepreneur Global Academic Platform	26 th – 27 th December 2020

				Southampton, England (UK)	
5	“Big Data: An option or necessity”	11 th International Conference on “Global Business and Innovative Management: Challenges and issue”	International	Tecnia Institute of Advanced Studies, New Delhi	15 th April 2017
6	Carbon Trading- Business in Environment”	International Conference on “Management of Environmental Risks and Uncertainties in the Contemporaneous Business Milieu”		Maharaja Surajmal Institute	March 12, 2011.

11. Books and Journals Published/Edited:

S No.	Title of Book/Journal	Publisher	National/ International	Volume and Issue no. (in case of journal)	Year of Publication
1	Business Economics Micro	JSR Publishing House LLP, New Delhi-110046	National	ISBN No: 978-81-933980-5-0	2018
2	Information Systems Management	I.K. International Publishing House, Pvt. Ltd., New Delhi-110002	International	Distributed by Wiley. ISBN No: 9789389583069	2018
3	Entrepreneurship Development	JSR Publishing House LLP, New Delhi-110046.	National	ISBN: 978-93-94336-18-6.	2023

12. Book Chapters in National and International Books

S No.	Title of Chapter (Page No.)	Name of Book	National/ International	Year of Publication
	Opportunities And Challenges Faced By Professional Coaching Institutes During Online Mode” in the book titled “	Facing The Future Through Hybrid Platforms” published by All Clear Publications, New Delhi. ISBN no- 978-81-7852-226-5	National	2022

13. Patent / Copyright :

S No.	Title of Patent/Copyright	Applicants	Patent /copyright number and Year
1	“A SYSTEM & METHOD FOR SMART AGRICULTURE THROUGH IOT PARAPHERNALIA BASED ON ML”	Ms.Deepshikha Yadav Dr.Suman Mann Dr.Puneet Kumar Dr.Neeraj Jain	202211020356 and Publication No: 16/2022 22 nd April 2022

		Ms.Minakshi Dr.Seema Shokeen Dr.Pooja Singh Ms.Khushbhoo Dr.Amit Kumar Dr.Neeraj Mr.Zatin Gupta	
--	--	---	--

14. Sponsored Project/Consultancy :

S No.	Title of Project/Consultancy	Applicants	Sanctioned Amount	Sponsoring Agency	Duration of the project specifying the date of sanctioning
1	Sewing Machine and Fashion Designing Course	Dr.Seema Shokeen Dr.Pooja Singh		Under the flagship of PMKVY, funded by Rotary Club of Gurgaon, Civil Lines.	Ongoing Project, commenced from 4th April 2022
2	Promoting and creating awareness for taking the Covid-19 vaccination during the wee hours of Covid-19 pandemic	Dr.Seema Shokeen Dr.Pooja Singh		Funded by Rotary Club of Gurgaon, Civil Lines.	2021

15. Research Scholars (M.Tech/ M.Phil/Ph.D. Thesis Supervised) : None

S. No.	Full Name of the student	Title of Thesis	Name of the host University	Year of Awarded	Supervisor/ Co-supervisor

16. Membership of Professional Bodies : None

S No.	Name of the Professional Body	Member/Fellow (Membership No.)	Remarks
1	Indian Commerce Association	D-121	